

1 see this as a crucial issue, not only for us in  
2 Pennsylvania, but, I think we're fading away here.

3 MODERATOR SIGALOS: People can hear you  
4 fine.

5 MR. JOHNSTON: Okay. Not for us just  
6 here in Pennsylvania, but in the country, possibly  
7 in the whole world because America sets a real  
8 standard for freedom of expression that I don't know  
9 has been matched in world history. I think that, at  
10 this point, if we allow more media consolidation by  
11 big companies, we're going to threaten that.

12 As you can tell from all the testimony,  
13 we deeply appreciate, enjoy and even love our local  
14 media. If these local media outlets are bought up  
15 by other people, bigger people in boardrooms far  
16 away, they're going to start laying people off and  
17 they're going to start having fewer radio stations,  
18 and fewer TV stations.

19 What we need to do now is improve our  
20 media, which needs improvement, not make it more  
21 bland, homogenized and irrelevant to the local  
22 people. The corporate agenda is not what we're  
23 trying to communicate. We're trying to communicate  
24 what people care about and what's happening our  
25 communities.

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1                   One example, this would be the MOVE  
2 people, one of the most racists, vicious, murders of  
3 this past century in Philadelphia, where 11 people  
4 were incinerated in their own home for trash and  
5 noise violations. This was just pure racism.  
6 Before that, nine of their people were put in  
7 prison, after having been shot at for hours by the  
8 police. A forensic report said that a bullet killed  
9 a cop from behind and above. Nine people are still  
10 sitting in prison today. This is the year where  
11 they will be eligible for parole, after 30 years,  
12 otherwise they may serve life sentences. One young  
13 woman died of stomach ulcers in there.

14                   Is this going to get in the media? I  
15 don't think so, if there's more corporate control.

16                   MODERATOR SIGALOS: Thank you.

17                   MR. JOHNSTON: It's not in there now.  
18 So that's a challenge to the current well-loved  
19 local media.

20                   MODERATOR SIGALOS: Thank you very much.

21                   In an effort to time our break to the  
22 12:30 time period, I'd like to call up just three  
23 more people and I think that will time us right.  
24 And that would be Timothy Lyle, Kimberly Marcus, and  
25 Sandy Christianson. So, if you three could go to

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 this mic here, Timothy Lyle, Kimberly Marcus, and  
2 Sandy Christianson.

3 Edward Arke.

4 MR. ARKE: Thank you. Good afternoon.  
5 I'm Dr. Edward T. Arke of Messiah College and I  
6 appreciate the Commission visiting a city the size  
7 of Harrisburg to gather public input. I'd like to  
8 make or reiterate several points.

9 First, the fact that more choices exist  
10 does not necessarily equate to more voices. This is  
11 a concern that has been written about as early as  
12 1967 in the Harvard Law Journal. In a market such  
13 as this, you have relatively few journalistic voices  
14 because ownership groups have centralized newsrooms.  
15 Clear Channel, for example, already owns both a  
16 group of radio stations as well as a network TV  
17 affiliate. You have not heard mention of any Clear  
18 Channel stations in any of the testimony submitted  
19 so far today. This could be even more problematic  
20 if they are given the opportunity to expand further.

21 Second, media consolidation has made it  
22 more difficult for small business owners to survive.  
23 Big business arrangements in media ownership favor  
24 other big business arrangements by making it more  
25 expensive to advertise, as Mr. Haigh pointed out in

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 the panel this morning.

2 Finally but perhaps most importantly, as  
3 the Chair of the Communication Department at nearby  
4 Messiah College, I am concerned by the lack of  
5 opportunities the current marketplace presents for  
6 internships. There are only a few locations able to  
7 provide meaningful internships our students. If you  
8 are truly concerned about the future of the  
9 broadcast industry, you will not allow further  
10 concentration of media ownership. The commission  
11 needs to find ways to promote the development of  
12 young and diverse talent to strengthen radio and TV  
13 for generations to come. And this needs to occur in  
14 a market, as Mr. Baldwin indicated, has little  
15 turnover in on-air talent.

16 To answer the question raised by members  
17 of the Commission, how are we faring? Generally,  
18 pretty well, because of the fine local TV outlets  
19 represented here. But what happens if you allow  
20 Allbritton, Hall, or Hearst Argyle to become the  
21 object of further consolidation? That's the  
22 important question for you to consider. Thank you.

23 MODERATOR SIGALOS: Thank you. Timothy  
24 Lyle.

25 MAJOR LYLE: Thank you. I'm Major

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealgross.com](http://www.nealgross.com)

1 Timothy Lyle. I'm with the Salvation Army. I'm the  
2 Commanding Officer of the Salvation Army in  
3 Lancaster and we have had a long and good  
4 relationship with WGAL-TV in Lancaster.

5 You've heard previously mentioned the  
6 Coats for Kids program. And I will speak briefly  
7 about that. It was started many years ago and in  
8 this course of time, hundreds of thousands of coats  
9 have been contributed through a three-way  
10 partnership with WGAL, the Central Pennsylvania Dry  
11 Cleaners Association, and the Salvation Army. Coats  
12 are dropped off at area cleaners, they are cleaned,  
13 they are repaired, and they are made available to  
14 the Salvation Army to distribute throughout Central  
15 Pennsylvania to help keep children warm in these  
16 winter months.

17 Additionally, the WGAL sponsored a  
18 telethon, which started 14 years ago. In that first  
19 year, we raised \$40,000. And this year, we raised  
20 over \$300,000. And the cumulative total is over  
21 about three million dollars that they've raised for  
22 the work in ministry of the Salvation Army in  
23 Central Pennsylvania.

24 In the telethon, they provide our  
25 facilities to us. Their personalities run the live

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 TV programs. The telethon usually runs from 5:30 in  
2 the morning until 8:00 p.m. at night. There is two  
3 live hours of TV time that is donated to us. We  
4 could never pay for those kind of services. They  
5 generate all the resources that help us pull this  
6 event together and it makes a tremendous difference  
7 in our community.

8 I would suggest, if you're going to look  
9 at ways to improve, that you would think long and  
10 hard before you make decisions that would negatively  
11 impact the charitable work that the local media is  
12 able to do in our community.

13 So, thank you very much.

14 MODERATOR SIGALOS: Thank you. Kimberly  
15 Marcus.

16 MS. MARCUS: Hello. My name is Kimberly  
17 Marcus and I am the Director of Media and  
18 Telecommunications for the RainbowPUSH Coalition.  
19 Today, I will be reading comments on behalf of  
20 Reverend Jesse L. Jackson, Sr., Founder and  
21 President of the RainbowPUSH Coalition.

22 "Today, I hope that we are heard and not  
23 just tolerated. At the heart of my remarks, there  
24 is a gap between who owns the airwaves, the people,  
25 or those who bought or sold the airwaves. Ownership

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 and publishers choose editors and writers. They  
2 choose priorities, and ultimately it bleeds into  
3 content.

4 Urban America is under assault today.  
5 The current administration has cut Section 8  
6 housing, cut school budgets, cut content of art and  
7 music out of schools, cut jobs, and cut hospitals.  
8 The government persuades telecommunication companies  
9 into giving private telephone numbers to the  
10 government and cutting media access. Combined, this  
11 is extended genocide on civil rights.

12 The issue of media ownership can be  
13 considered a three-legged stool comprised of the  
14 FCC, Congress, and the public, with each leg  
15 providing critical support. The FCC sets the rules  
16 without comment from the public and Congress  
17 enforces the rules.

18 As the FCC considers sweeping changes to  
19 the nation's media ownership rules, a recent report  
20 by the Free Press analyzes female and minority  
21 ownership of full power commercial broadcast  
22 television stations. The current state of the  
23 broadcast industry does not represent our country's  
24 diversity. Women comprise half of the U.S.  
25 population, but only less than five percent of the

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 broadcast TV stations. Minorities comprise a third  
2 of the U.S. population, but own approximately three  
3 percent of the broadcast TV stations. The level of  
4 minority ownership in the general economy rose over  
5 the past decade, but declined in broadcast TV.

6 Non-minority stations do not cover a  
7 diverse range of issues and perspectives.  
8 Concentration among a few similar corporations with  
9 common interest groups, reduces the range of  
10 perspective and life experiences reflected in the  
11 media. Non-minority stations cater to mostly white,  
12 upper-class suburbia groups -- "

13 MODERATOR SIGALOS: Thank you.

14 MS. MARCUS: Okay, can I just conclude?

15 MODERATOR SIGALOS: Yes, please.

16 MS. MARCUS. Okay, thank you. "Non-  
17 minority stations cater to mostly white, upper-class  
18 suburbia groups that their advertisers want to  
19 target. Issues that are important to people of  
20 color, the working class and real citizens are  
21 excluded. In short, too few own too much, at the  
22 expense of too many."

23 I am submitting the complete testimony  
24 of Reverend Jesse L. Jackson to be included in the  
25 transcripts of this hearing.

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 Thank you.

2 MODERATOR SIGALOS: Thank you.

3 I appear to have misjudged slightly on  
4 timing, and in the interest of getting as many  
5 people to speak prior to the break, I would like to  
6 call down a few more names to come to this  
7 microphone. Lauren Gross, Alyse Mitten, Steve  
8 Schultz. And we'll see how that works.

9 That was Lauren Gross, Alyse Mitten, and  
10 Steve Schultz.

11 Sandy Christianson.

12 MS. CHRISTIANSON: Hi and I thought I  
13 was going to be last. Good afternoon. I'm Sandy  
14 Christianson. I'm the issues chair of Common Cause  
15 Pennsylvania.

16 Common Cause is a nonpartisan advocacy  
17 organization, working to hold power accountable and  
18 to promote the public interest. Common Cause cares  
19 about the issue of media consolidation because the  
20 failure to provide diverse viewpoints and unbiased  
21 information undermines the strength of our  
22 democracy.

23 When corporate conglomerates buy up  
24 independent news outlets, the public is left with  
25 less information and fewer perspectives. Our

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 democracy depends on informed electorate, but too  
2 often, media companies put profit motives ahead of  
3 the best interests of their audience and our  
4 country.

5           You heard today, I think, with some  
6 interest, from some people who say there will, with  
7 consolidation, be fewer reporters, reduced expertise  
8 in important areas, and fewer editorial writers.  
9 Changing the FCC's media ownership rules to allow  
10 newspaper broadcast media cross-ownership, could  
11 increase consolidation in excess of the merger  
12 guidelines established by the Department of Justice  
13 and the Federal Trade Commission.

14           Diversity and competition in many  
15 Pennsylvania communities would decrease under such a  
16 change. Media works best when it is locally owned  
17 and well connected to the communities it serves.

18           The Federal Communications Commission's  
19 policies should promote localism, independence, and  
20 diversity. Allowing further media consolidation  
21 does not promote these goals and is not in the  
22 public interest.

23           I urge the Commission to carefully  
24 consider the potential harm that big media demands  
25 for further consolidation would present to our

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 democracy. Reject these demands, support the  
2 diversity of ideas, and maintain the independence of  
3 our media.

4 Thank you for the opportunity to present  
5 these comments.

6 MODERATOR SIGALOS: Thank you. Lauren  
7 Gross.

8 MS. GROSS: Good afternoon. My name is  
9 Lauren Gross and I am not here to represent any  
10 organization. I'm only representing myself and if  
11 I'm representing anybody else, it would be my  
12 children. I can't say that I represent my husband  
13 because my husband has worked in media all his life  
14 and he still has a relationship with the media and I  
15 certainly don't want to jeopardize any of his  
16 dealings with them because, as you have heard, we're  
17 very happy with our local media in this area.

18 But I think that, what I'm here to speak  
19 about is the subject that has been touched upon, but  
20 I want to speak directly to, and that is, how  
21 consolidation of media outlets affects families and  
22 the community at large.

23 Consolidation in general, in any  
24 industry, is going to create fewer jobs, it's going  
25 to lay off people, and these people are going to

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 then have to, just as what is happening, for example  
2 in York County, where jobs for industrial workers  
3 are being sent overseas or moving to other locations  
4 in the country, is putting a greater burden on the  
5 public sector to support those people with  
6 unemployment payments, with health insurance that is  
7 funded through the State or through the federal  
8 government and so on.

9 So, in summary, I'm just trying to say  
10 that consolidation causes job loss. And when  
11 workers lose their jobs, they put a strain on the  
12 publicly funded services in our community and that  
13 is one aspect that I think should be taken into  
14 consideration in this whole consolidation question.

15 Thank you.

16 MODERATOR SIGALOS: Thank you. Alyse  
17 Mitten.

18 MS. MITTEN: Hello. My name is Alyse  
19 Mitten and I am the Executive Director for the Mid-  
20 Atlantic Community Papers Association.

21 I have the privilege of sharing with you  
22 a letter from one of our members, George Wilbanks,  
23 which is the publisher and owner of the East County  
24 Times in Baltimore, Maryland.

25 He writes, "Dear Commissioners, I

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

www.nealrgross.com

1 attest small business is a straw that stirs  
2 employment in our country. We are the first to  
3 employment roles following a downturn in the  
4 economy. We are the last to give pink slips when  
5 the economy goes into doldrums. I like my small,  
6 competitive newspaper business but I detest when  
7 federal government changes the playing rules that  
8 put undue competitive pressure on me. By further  
9 deregulation of broadcasting giants, I will find  
10 myself at the mercy of media money giants who are  
11 only interested in their Wall Street stock prices.

12 Let me be specific in my situation. The  
13 Baltimore Sun newspaper is a giant in our  
14 marketplace. I now find myself surrounded by 13  
15 local weekly newspapers which are owned by The  
16 Baltimore Sun. I understand that the Sun's parent  
17 company, the Tribune Newspapers, is trying to sell  
18 their papers, including The Sun.

19 By deregulation, the collection of TV  
20 and radio stations in a congregated limited area,  
21 all business will suffer irreparable, financial  
22 harm. A major group which will be sharply affected  
23 is the small business community. These are the  
24 entrepreneurs who advertise in the local community  
25 papers. They run businesses such as restaurants,

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 bars, auto shops, real estate, local chamber of  
2 commerces, car dealers, health clubs, florists,  
3 local banks, contractors, and the list is endless."

4 MODERATOR SIGALOS: Thank you.

5 MS. MITTEN: Thank you.

6 MODERATOR SIGALOS: Thank you very much.  
7 Steve Schultz.

8 MS. BEARD: That's me. My name is  
9 Barbara Beard and I am speaking in place of Steven  
10 Schultz. I am here to represent the Hearing Loss  
11 Association of Pennsylvania and I am speaking on  
12 behalf of the many thousands of hard of hearing  
13 people here in Central Pennsylvania. I am here to  
14 speak on the issue of closed captioning of our news  
15 broadcasts.

16 I want the local TV stations to know  
17 that we do depend on closed captioning of the local  
18 news in order to be informed of what is happening in  
19 our local communities. While the news reporting in  
20 the Harrisburg area is indeed excellent, those of us  
21 with hearing loss often feel like second-class  
22 citizens. The reason is because, at best, only half  
23 of a one-half hour broadcast is closed captioned.  
24 If news cannot be prescribed in advance at the  
25 station, no captions are provided. This means we

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 get no weather report, no live breaking news from  
2 the field and, sometimes parts of the sports  
3 broadcast as well.

4 We missed out on a lot of reporting on  
5 the recent Amish school shootings in Lancaster  
6 County. I do, however, want to commend WGAL-TV for  
7 their fully captioned weather reports during the  
8 height of the recent snowstorm on February 13th.

9 MODERATOR SIGALOS: Thank you so much.

10 MS. BEARD: It was truly wonderful.  
11 There are 31 million people nationwide with hearing  
12 loss. It is vital to ensure that with media  
13 ownership changes and consolidation, that captioning  
14 does not regress and that the stations fully comply  
15 with FCC rules.

16 MODERATOR SIGALOS: Thank you very much.  
17 We appreciate it.

18 MS. BEARD: And also that the new owners  
19 continue to offer the captioning of all the programs  
20 and emergency information that is required by the  
21 FCC. Thank you.

22 MODERATOR SIGALOS: Thank you.

23 In spite of the fact that this morning  
24 session has gone a bit over, we would request that  
25 you be back in your seats promptly at 1:00 p.m.,

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 where we will be continuing with the public  
2 comments.

3 So, back at 1:00 p.m. and there are  
4 boxed lunches available in the lobby, for those who  
5 might want them.

6 (Whereupon, at 12:34 p.m., a lunch  
7 recess was taken.)

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

A-F-T-E-R-N-O-O-N S-E-S-S-I-O-N

1:09 p.m.

MODERATOR SIGALOS: If everyone would take their seats, it would be appreciated. And we're going to begin, on mic one, I just want to read out the names of the people, which are Elizabeth Milner, Cathy Hobbs, Harold Shephard, David Black, and Elizabeth Hainstock. And on mic number two, Brian Johnson, Danila Oposov, Daniel Brook, Frank Gordon, and Megan Sheehan.

We're going to begin momentarily, but I wanted to make sure we began quickly when we do start.

So, just one last time, on this microphone here, Elizabeth Milner, Cathy Hobbs, Harold Shephard, David Black, Elizabeth Hainstock. And over here, Brian Johnson, Danila Aposov, Daniel Brook, Frank Gordon, and Megan Sheehan.

All right. Let me get started. I'd also like to let everybody know where we are on the list because there's, people have expressed some concern over where they are on the list and what their number is and when they might be able to speak.

We are now on number 59. I've heard,

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 but I am not sure, that this list may go to about  
2 150 people. We have this facility until  
3 approximately 2:30 but we will be hearing  
4 everybody's comments. But we'll get to that, at  
5 that point in time.

6 I'd like to start right now to continue  
7 with the public comments with Elizabeth Milner.

8 MS. MILNER: I'm Elizabeth Milner,  
9 President of the League of Women Voters of  
10 Pennsylvania.

11 The League of Women Voters believes that  
12 a healthy democratic government depends upon the  
13 educated, informed, and active participation of its  
14 citizens at all levels of government. To that end,  
15 access to the media is very important to us. It is  
16 also important to us that the media behave  
17 responsibly and present citizens with all the facts  
18 and varied viewpoints, so they are empowered when  
19 they enter the voting booth, knowing they have been  
20 presented with enough information on important  
21 issues to be capable of making an informed and  
22 educated choice.

23 When ownership of radio and television  
24 stations on the public airwaves is consolidated  
25 among a few powerful corporations, citizens get only

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 the information those corporations feel necessary  
2 for the public to know. This is not serving the  
3 public interests. This is what is called  
4 propaganda.

5 Propaganda is not a bad thing in itself.  
6 It is merely the advocacy of a certain position.  
7 However, when propaganda replaced the free exchange  
8 of ideas, our democracy is threatened.

9 In Harrisburg, The Patriot-News, local  
10 TV stations and WITF-FM, our public radio station,  
11 do a fine job serving the community. But the free  
12 exchange of ideas on the AM radio dial does not  
13 exist. The most popular AM NewsTalk radio station  
14 in the area broadcasts nothing but propaganda all  
15 day long. The various hosts use classic tools of  
16 the kind of propaganda prevalent in the old Soviet  
17 Union. Most importantly, getting your message heard  
18 in as many places as possible and as often as  
19 possible.

20 Throughout the day, you hear the same  
21 sound bites over and over. The hosts of the  
22 different programs are obviously reading from the  
23 same page. Dissenting voices, if allowed at all,  
24 are ridiculed and their position demonized. This  
25 leads to distress among citizens and so --

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 MODERATOR SIGALOS: Thank you.

2 MS. MILNER: -- succeeds for the kind of  
3 sectarian strife we are trying so hard to contain in  
4 the Middle East.

5 MODERATOR SIGALOS: Thank you, very  
6 much.

7 MS. MILNER: Please, our citizens  
8 deserve the facts, not propaganda. Thank you.

9 MODERATOR SIGALOS: Thank you. Cathy  
10 Hobbs? Cathy Hobbs.

11 MS. HOBBS: Hello. I'm Cathy Hobbs.  
12 I'm Acting News Director of ABC27 news. And I want  
13 to begin by asking the audience a couple of  
14 questions.

15 One. Who out there was affected by the  
16 snow and ice storm last week and where did you turn  
17 to find the most updated information on the storm?  
18 I can pretty much guarantee it was your local news.  
19 Why? Because you were able to get all the  
20 information that you needed right there. We told  
21 you when the storm was going to begin and when it  
22 would end. We told you how much snow you could  
23 expect and ice, we updated when the conditions began  
24 to decline, we gave updates on road conditions and  
25 problem traffic areas, we informed you about the

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 possibility of power outages, we talked to local  
2 power officials about how they would handle the  
3 storm. We were the first station in the area to let  
4 you know about the problems on I-78, 80 and 81 and  
5 we continued our coverage on the shutdown of those  
6 interstates and we updated you when they were open.

7 We aired more than 350 closings and  
8 delays across the mid-state. And as a mother of a  
9 first grader, I can tell you that I watched local  
10 news to find out about my school. At the height of  
11 the storm, we also had dozens of snow emergencies in  
12 various boroughs and townships and we brought all of  
13 those to you and constantly updated them.

14 All that information, you could not get  
15 from any other source other than your local TV news.  
16 We need to be able to continue to provide this  
17 public service to our viewers, not only in the times  
18 of snowstorms but even when the weather is just  
19 fine. Our viewers depend on television news to  
20 inform them about what's going on in their  
21 community. It's the number one reason why people  
22 watch local news. You can't find out what's going  
23 on in Harrisburg, Halifax, or Hanover by watching  
24 CNN or Fox. The FCC and the public needs to support  
25 us in our efforts to continue to provide local news

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 produced by local stations in this community.

2 If our stations' budgets get cut, we  
3 wouldn't be able to cover public hearings like this  
4 one right here. We have committed a reporter and a  
5 photographer to this hearing today because it is  
6 important to us, and we will have complete coverage  
7 at 5:00, 6:00, 7:00 and 11:00.

8 Thank you.

9 MODERATOR SIGALOS: Thank you. If we do  
10 have Brian Johnson, Danila Oposov, Daniel Brook,  
11 Frank Gordon or Meegan Sheehan, please go to that  
12 mic. And right here, Harold Shephard.

13 MR. SHEPHARD: Yes. Good afternoon,  
14 Commissioners and good afternoon.

15 First of all, I'd like to thank  
16 Prometheus and Medianet for providing a bus, a bus  
17 for us to come up from Philly. And I thank my  
18 parents for teaching me to be a critical thinker.  
19 You know, being able to read between the lines and  
20 also not feed into a fear-based sensationalism that  
21 I hear on the news every day. I am so sick of  
22 Barbaro and Anna Nicole Smith. That's not news.

23 Fortunately, in Philadelphia, WURD 900  
24 AM, we have a really golden drumbeat for the African  
25 American Community. And what they do is talk about

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 literacy. We hold our school board's foot to the  
2 fire. There's financial literacy, there's African  
3 history through our channel that, with the King Tut  
4 and all the marketing, that we know that King Tut is  
5 actually black and from Africa, not Egypt, but he's  
6 from Africa. This is what we know with programming  
7 that WURD provides.

8 But the one problem that we have with  
9 our drum is that after 5:00, the signal is dropped  
10 on 50 WATT channels because of some connection to a  
11 station in Canada with they have to provide some  
12 kind of emergency information. I mean, it wasn't so  
13 long ago when black people weren't even allowed to  
14 read. So, after 5:00, if words, voice can't be  
15 heard, what's the difference?

16 We need for conglomerates not to take  
17 over the airwaves. The African American voice needs  
18 to be heard in Philadelphia and elsewhere. And the  
19 low wattage channels need the strength. You have an  
20 obligation as a Board. I would not sit on a Board  
21 if I could not effectively change and speak for the  
22 people of America. Thank you.

23 MODERATOR SIGALOS: Thank you. David  
24 Black.

25 MR. BLACK: Thank you and good

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS

1323 RHODE ISLAND AVE., N.W.

WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealgross.com](http://www.nealgross.com)

1 afternoon. My name is David Black. I'm President  
2 of the Harrisburg Regional Chamber and Economic  
3 Development Corporation. Welcome to Harrisburg. We  
4 invite you to stick around over the weekend and  
5 spend some time and some money here. Thank you for  
6 being with us today.

7 The local media market, all the outlets  
8 are owned by some kind of corporate group. The  
9 Patriot-News, all of our local television stations,  
10 radio stations for the most part. There's a few  
11 independent newspapers. And what we found that they  
12 do do a good job because they are directed locally,  
13 they're managed locally and they are fueled by a  
14 local competition.

15 You've heard a lot of instances today  
16 about what they're doing and how they cover it.  
17 They get out and cover the stories. Pennsylvania's  
18 kind of a unique state. We have 2,567  
19 municipalities. In our immediate three county  
20 region here, we have 102 municipalities, in and of  
21 itself. You mentioned Harrisburg was a relatively  
22 small city, only 50,000, but in our municipal  
23 statistical area, we are 600,000 people, with 102  
24 municipalities in that immediate area. That's a lot  
25 of people.

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)

1 New is, unlike a manufactured product,  
2 is something that happens local. It needs to be  
3 covered local. And it is a local commodity and it  
4 needs to be reported locally. And our folks have  
5 done a good job. All of our stations, I want to  
6 thank particularly Joe Lewin, Paul Quinn, John  
7 Riggle, and John Kirkpatrick, representing various  
8 news outlets in the area.

9 We have some small local newspapers and  
10 even some of our -- the Carlisle paper is a good  
11 example, the young lady said she was from Carlisle,  
12 of a paper that publishes smaller local papers to  
13 serve local communities outside of the Carlisle in  
14 the Shippensburg and other areas that are different.

15 The one thing that I've heard today is  
16 that different markets have different demographics.  
17 We heard somebody from Erie talk a little bit. The  
18 situation in Erie, I believe, is different than the  
19 situation in Harrisburg. We are competitive, we  
20 have good coverage, and we have good people covering  
21 our news. I would encourage you not to take a one  
22 size fits all approach to this. So, when you're  
23 talking about it, we're a very diverse state and  
24 obviously, a very diverse country. This needs to be  
25 taken into consideration.

**NEAL R. GROSS**

COURT REPORTERS AND TRANSCRIBERS  
1323 RHODE ISLAND AVE., N.W.  
WASHINGTON, D.C. 20005-3701

(202) 234-4433

[www.nealrgross.com](http://www.nealrgross.com)